

Digital Communication Law Handbook:

Legal Guidelines and Best Practices for Draconic Realms Creations

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Preface

Digital communication has become one of the primary ways organizations interact with customers, employees, business partners, and the public. Websites, social media platforms, blogs, email marketing, podcasts, artificial intelligence, and digital advertising allow organizations to communicate instantly with audiences around the world. While these technologies create tremendous opportunities, they also introduce legal responsibilities that every employee must understand.

The purpose of this handbook is to provide employees with Draconic Realms Creations with a practical introduction to the laws and regulations governing digital communication. Understanding these legal principles helps employees communicate responsibly, protect the company's reputation, reduce legal risk, and uphold ethical standards in every form of digital communication.

This handbook examines the First Amendment and its application to digital communication, reviews landmark court cases that continue to shape communication law, explains how those legal decisions influence modern business communication, and concludes with recommended legal best practices for employees who create digital content on behalf of the organization.

Overview

The Digital Communication Law Handbook serves as an introductory guide for employees who create, manage, or distribute digital communications for Draconic Realms Creations. As a communications and digital media company, our success depends upon producing content that is accurate, ethical, creative, and legally compliant.

This handbook covers:

1. The First Amendment and its relationship to digital communication
2. Landmark court decisions affecting online communication
3. How businesses have adapted their messaging because of communication law
4. Best legal practices employees should follow when creating digital content

The information contained in this handbook is intended to educate employees and encourage sound decision-making. While it does not replace legal advice, it establishes a foundation for responsible digital communication within the organization.

Section I: Laws and Regulations

The First Amendment and Digital Communication

The First Amendment to the United States Constitution protects freedom of speech, freedom of the press, freedom of religion, the right to peacefully assemble, and the right to petition the government. These constitutional protections form the foundation of communication law in the United States and remain highly relevant in today's digital environment.

Although digital communication technologies did not exist when the Constitution was written, the principles established by the First Amendment continue to apply to modern forms of communication such as websites, blogs, podcasts, streaming platforms, online news organizations, and social media.

One important concept employee must understand is **that the First Amendment primarily** protects individuals from government restrictions on **speech. It does not require private companies such as Facebook, X (formerly Twitter), YouTube, or TikTok** to publish every piece of content submitted by users. These private platforms establish **their own community standards and may remove content that violates** their policies.

For example, journalists who publish investigative stories on digital news websites receive First Amendment protections similar to those enjoyed by traditional newspapers. Likewise, individuals may express political opinions through blogs or social media without government censorship in most situations. However, speech that includes defamation, true threats, fraud, or certain forms of obscenity may still result in legal consequences. Understanding

the balance between constitutional protections and legal limitations helps organizations communicate confidently while reducing unnecessary legal risk.

Landmark Court Cases

New York Times Co. v. Sullivan (1964)

One of the most influential communication law decisions is *the New York Times Co. v. Sullivan*. The Supreme Court ruled that public officials must prove “actual malice” to win a defamation lawsuit against a publisher. Actual malice means the publisher knowingly published false information or acted with reckless disregard for the truth.

Although this case predates the Internet, it continues to influence online journalism, blogs, podcasts, and digital news organizations. Companies that publish news or commentary now recognize the importance of factchecking and documenting reliable sources before publication.

Reno v. American Civil Liberties Union (1997)

In *Reno v. ACLU*, the Supreme Court struck down portions of the Communications Decency Act that attempted to restrict indecent material on the Internet. The Court concluded that the Internet deserves strong First Amendment protection because it serves as an important platform for public communication and the exchange of ideas. This landmark decision established that online speech generally receives constitutional protections like those

provided to printed publications. As a result, businesses, educators, journalists, and creators gained greater confidence in using digital platforms to communicate with the public.

Packingham v. North Carolina (2017)

In *Packingham v. North Carolina*, the Supreme Court ruled that a state law broadly prohibiting registered sex offenders from accessing social media websites violated the First Amendment. The Court recognized social media as one of the most important places for public discussion and civic participation. This case demonstrates the growing legal recognition that digital communication platforms have become essential components of modern public discourse. Organizations increasingly view social media as a primary channel for customer engagement, education, and public communication.

New York Times Co. v. United States (1971)

Often referred to as the Pentagon Papers case, this decision limited the government's ability to prevent newspapers from publishing information before publication through prior restraint. Although decided before the digital era, the principles established by this case continue to influence digital journalism, investigative reporting, and online news organizations. Companies involved in publishing news understand that government restrictions on publication face a very high constitutional standard.

Changes to Company Content and Messaging

Landmark court decisions have significantly influenced how organizations communicate in the digital environment. Many companies now require employees to complete communication law training before representing the organization online. Businesses have adopted formal social media policies outlining appropriate employee conduct, confidentiality requirements, and acceptable online behavior. Employees are expected to distinguish personal opinions from official company statements and avoid publishing information that could damage the organization's reputation or violate legal standards.

Organizations have also strengthened their fact-checking procedures. Marketing departments, communication professionals, and public relations teams routinely verify information before publishing digital content to reduce the risk of defamation of claims or misleading advertising.

Copyright compliance has become another essential practice. Companies now license photographs, videos, music, graphics, and software rather than using copyrighted material without permission. Employees receive training on copyright, fair use, trademarks, and intellectual property to avoid legal disputes.

Privacy protections have expanded as businesses collect increasing amounts of customer information online. Organizations now implement privacy policies, obtain user consent when appropriate, protect confidential information, and follow applicable privacy regulations. The rapid growth of artificial intelligence has introduced additional responsibilities. Many organizations now require human review of AI-generated content before publication to verify

factual accuracy, eliminate bias, protect confidential information, and ensure compliance with legal and ethical standards.

Best Legal Practices for Employees

To promote responsible digital communication, employees should follow these best legal practices whenever creating or publishing content on behalf of Draconic Realms Creations.

1. Verify all information before publication using reliable sources.
2. Avoid defamatory or false statements about individuals or organizations.
3. Respect copyright, trademark, and intellectual property laws.
4. Obtain permission before using copyrighted images, music, videos, or written content.
5. Protect confidential company and customer information.
6. Clearly distinguish personal opinions from official company communications.
7. Follow all organizational social media policies.
8. Respect privacy rights and obtain appropriate consent when necessary.
9. Review AI-generated content for accuracy before publication.
10. Maintain professionalism and ethical conduct across all digital platforms.
11. Document sources are used when creating digital content.
12. Consult supervisors or legal counsel whenever uncertainty exists regarding communication law.

Following these practices helps employees reduce legal risk while supporting ethical, transparent, and effective communication.

**DRACONIC**
REALMS CREATIONS

Communicate Responsibly.
Build Trust.
Protect Our Future.

BEST LEGAL PRACTICES FOR EMPLOYEES

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**ETHICAL
COMMUNICATION
BUILDS OUR
REPUTATION.
RESPONSIBLE
ACTIONS PROTECT
OUR COMPANY
AND OUR
COMMUNITY.**

 **INTEGRITY**  **RESPECT**  **ACCOUNTABILITY**  **TRUST**  **COMMUNITY**

THINK. VERIFY. RESPECT. PROTECT.
TOGETHER, WE CREATE WITH INTEGRITY.

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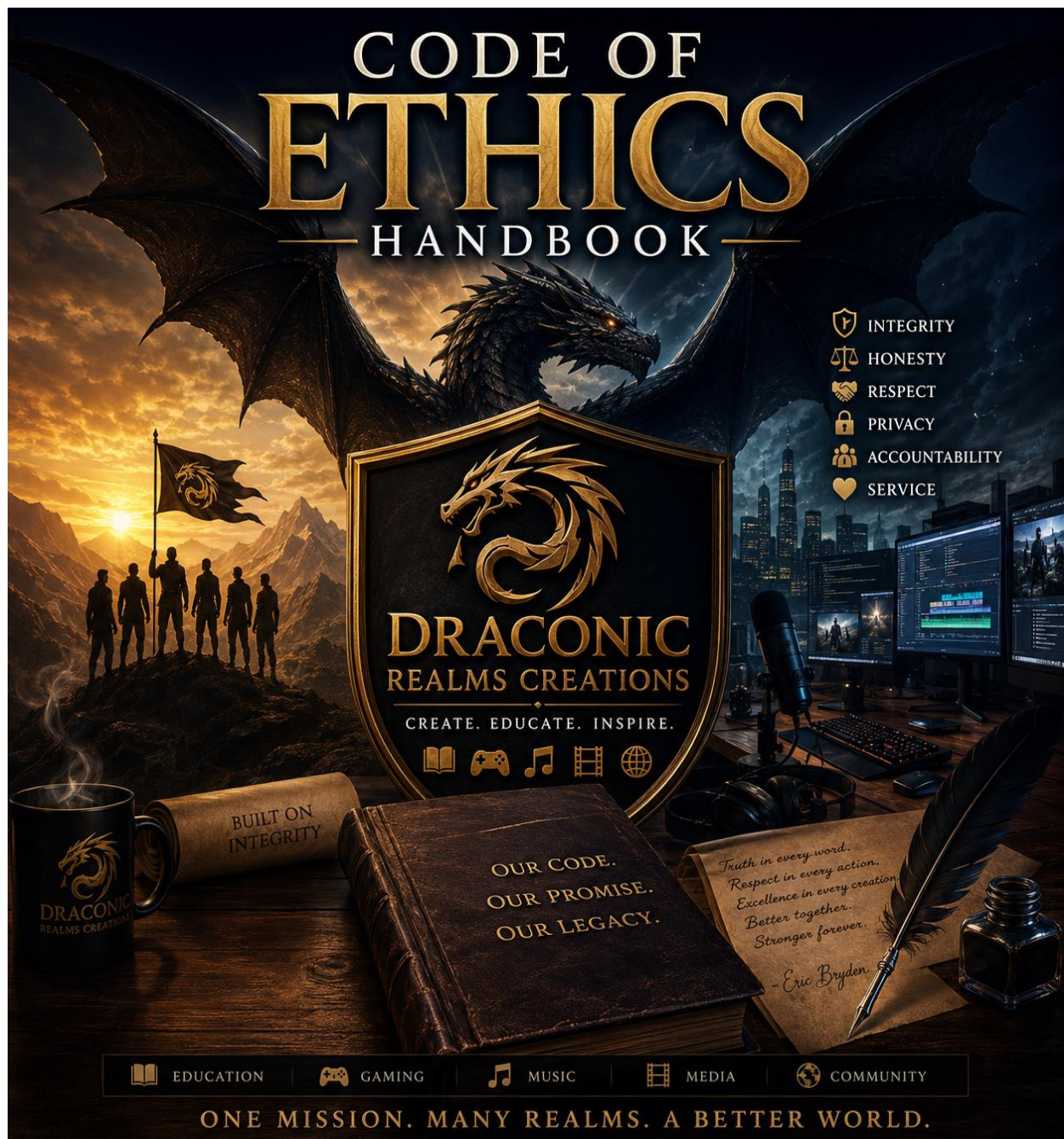
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AI Use Statement

Portions of this handbook were developed with the assistance of ChatGPT (OpenAI) for brainstorming, organization, grammar review, APA formatting guidance, and refinement of ideas. I reviewed, edited, and verified legal information using course materials and authoritative legal sources, and I take full responsibility for the final work submitted. Image was created using AI and Photoshop by using my prompts and information.



<https://www.youtube.com/watch?v=XE42c9cbcEo>

Draconic Realms Creations Code of Ethics

for

Digital Communication

Eric Bryden



Introduction

Digital communication allows organizations to connect with audiences around the world in seconds. That same speed also increases the potential for misinformation, copyright violations, privacy concerns, and unethical messaging. As the founder of Draconic Realms Creations (DRC), I believe every employee has a responsibility to communicate honestly, ethically, and legally while representing the company. This code of ethics establishes the standards all employees should follow when creating digital content, communicating with customers, developing marketing materials, managing social media, producing music, publishing educational resources, or interacting with online communities.

The guidelines below were developed after reviewing professional ethical standards from the Society of Professional Journalists (SPJ), the Public Relations Society of America (PRSA), and principles discussed throughout this course regarding media law, free speech, truthfulness, accountability, and digital responsibility.

Analysis of Existing Professional Codes of Ethics

Although professional organizations serve different industries, their ethical principles are remarkably similar. The Society of Professional Journalists (2024) emphasizes seeking truth, minimizing harm, acting independently, and remaining accountable. Likewise, the Public Relations Society of America (2024) highlights honesty, fairness, advocacy, independence, expertise, and loyalty. These organizations recognize that ethical communication depends upon public trust.

Another common theme is transparency. Ethical communicators clearly identify sponsored content, avoid deceptive editing practices, and correct mistakes when they occur. Respect for intellectual property is another shared principle, requiring communicators to properly credit creators and comply with copyright laws.

Finally, nearly every professional code emphasizes accountability. Ethical communicators accept responsibility for their work, admit errors, and correct misinformation instead of ignoring or hiding mistakes. These recurring themes formed the foundation for the Draconic Realms Creations Code of Ethics.



DRACONIC REALMS CREATIONS

— IMAGINE • CREATE • CONQUER —

CODE OF ETHICS

FOR DIGITAL COMMUNICATION

At Draconic Realms Creations, we are committed to honest, respectful, and responsible communication in every digital space. This Code of Ethics guides how we create, share, and engage with content, communities, and each other.

1

ALWAYS COMMUNICATE TRUTHFULLY



Employees must never intentionally publish false, misleading, or deceptive information.

JUSTIFICATION
Trust is the foundation of every successful organization. Customers who discover false information lose confidence in the company and its products.

EXAMPLE
If an employee accidentally publishes incorrect information about a game guide or educational resource, the mistake should be corrected immediately with an explanation rather than quietly deleting the content.

2

RESPECT COPYRIGHT AND INTELLECTUAL PROPERTY



Employees will only use media, music, graphics, videos, photographs, or written material that the company owns, has licensed, or has permission to use.

JUSTIFICATION
Respecting intellectual property protects creators while reducing legal risk under U.S. copyright law.

EXAMPLE
Instead of copying artwork from another website, employees should create original graphics or purchase properly licensed assets.

3

PROTECT USER PRIVACY



Employees must safeguard customer information and only collect data necessary to provide services.

JUSTIFICATION
Consumers expect organizations to protect personal information. Mishandling customer data damages trust and may violate privacy regulations.

EXAMPLE
Customer email addresses collected for newsletters may never be sold or shared with outside organizations without permission.

4

PRACTICE TRANSPARENCY



Employees should clearly disclose sponsored content, affiliate partnerships, AI-assisted content when appropriate, and paid promotions.

JUSTIFICATION
Transparency allows audiences to evaluate information fairly and prevents deceptive marketing practices.

EXAMPLE
If DRC earns a commission from recommending a software product, that relationship should be disclosed.

5

TREAT EVERY COMMUNITY MEMBER WITH RESPECT



Employees will communicate professionally regardless of disagreements or criticism.

JUSTIFICATION
Digital communication lasts indefinitely and reflects upon the entire organization.

EXAMPLE
Instead of responding emotionally to negative comments on social media, employees should acknowledge concerns respectfully and attempt to resolve problems professionally.

6

VERIFY INFORMATION BEFORE PUBLISHING



Employees should fact-check information using reliable sources before creating articles, videos, guides, or educational materials.

JUSTIFICATION
Publishing inaccurate information damages credibility and spreads misinformation.

EXAMPLE
Before publishing a Palworld guide or legal article, employees should verify facts using official documentation or multiple reliable sources.

7

ACCEPT RESPONSIBILITY AND CORRECT MISTAKES



Employees are expected to acknowledge mistakes promptly and provide corrections whenever inaccurate information has been published.

JUSTIFICATION
Accountability strengthens public trust and demonstrates organizational integrity.

EXAMPLE
If a news article or tutorial contains incorrect information, an updated version should clearly identify the correction instead of pretending the mistake never happened.

8

USE ARTIFICIAL INTELLIGENCE RESPONSIBLY



Artificial intelligence should support creativity rather than replace human judgment.

JUSTIFICATION
AI can improve productivity, but ethical responsibility remains with the human creator. Employees must review AI-generated content for accuracy, bias, originality, and legal compliance.

EXAMPLE
If AI assists with writing marketing copy or educational content, employees must verify all facts before publication and ensure copyrighted material has not been improperly reproduced.

BEST ETHICAL PRACTICES FOR EMPLOYEES

To ensure these ethical principles become part of everyday work, all Draconic Realms Creations employees should follow these best practices:

- Verify facts before publishing digital content.
- Cite reliable sources whenever information is based on outside research.
- Respect copyright laws and licensing agreements.
- Create original content whenever possible.
- Protect customer privacy and confidential information.
- Disclose sponsorships, affiliate relationships, and AI assistance when appropriate.
- Respond to professional criticism and disagreements.
- Correct errors promptly and transparently.
- Consider the long-term impact of every digital message before publication.
- Ensure all communication reflects honesty, fairness, respect, and accountability.

CONCLUSION

Digital communication carries significant ethical responsibilities because information can be shared instantly with global audiences. The Draconic Realms Creations Code of Ethics is designed to ensure employees communicate truthfully, respect intellectual property, protect user privacy, and remain accountable for their work. By following these guidelines, employees help strengthen public trust while supporting responsible communication practices that comply with legal standards and ethical expectations. As technology continues to evolve, these principles will remain essential for maintaining integrity, credibility, and professionalism across all digital platforms.



OUR COMMITMENT

We create with integrity.
We communicate with respect.
We build a community we are proud to be part of.

Together, we imagine, create, and conquer.

Employee Signature: _____
Date: _____

DRACONIC REALMS CREATIONS • IMAGINE • CREATE • CONQUER

1. Always Communicate Truthfully

Employees must never intentionally publish false, misleading, or deceptive information.

Justification

Trust is the foundation of every successful organization. Customers who discover false information lose confidence in the company and its products.

Example

If an employee accidentally publishes incorrect information about a game guide or educational resource, the mistake should be corrected immediately with an explanation rather than quietly deleting the content.

2. Respect Copyright and Intellectual Property

Employees will only use media, music, graphics, videos, photographs, or written material that the company owns, has licensed, or has permission to use.

Justification

Respecting intellectual property protects creators while reducing legal risk under U.S. copyright law.

Example

Instead of copying artwork from another website, employees should create original graphics or purchase properly licensed assets.

3. Protect User Privacy

Employees must safeguard customer information and only collect data necessary to provide services.

Justification

Consumers expect organizations to protect personal information. Mishandling customer data damages trust and may violate privacy regulations.

Example

Customer email addresses collected for newsletters may never be sold or shared with outside organizations without permission.

4. Practice Transparency

Employees should clearly disclose sponsored content, affiliate partnerships, AI-assisted content when appropriate, and paid promotions.

Justification

Transparency allows audiences to evaluate information fairly and prevents deceptive marketing practices.

Example

If DRC earns a commission from recommending a software product, that relationship should be disclosed.

5. Treat Every Community Member with Respect

Employees will communicate professionally regardless of disagreements or criticism.

Justification

Digital communication lasts indefinitely and reflects upon the entire organization.

Example

Instead of responding emotionally to negative comments on social media, employees should acknowledge concerns respectfully and attempt to resolve problems professionally.

6. Verify Information Before Publishing

Employees should fact-check information using reliable sources before creating articles, videos, guides, or educational materials.

Justification

Publishing inaccurate information damages credibility and spreads misinformation.

Example

Before publishing a Palworld guide or legal article, employees should verify facts using official documentation or multiple reliable sources.

7. Accept Responsibility and Correct Mistakes

Employees are expected to acknowledge mistakes promptly and provide corrections whenever inaccurate information has been published.

Justification

Accountability strengthens public trust and demonstrates organizational integrity.

Example

If a news article or tutorial contains incorrect information, an updated version should clearly identify the correction instead of pretending the mistake never happened.

8. Use Artificial Intelligence Responsibly

Artificial intelligence should support creativity rather than replace human judgment.

Justification

AI can improve productivity; but ethical responsibility remains with the human creator.

Employees must review AI-generated content for accuracy, bias, originality, and legal compliance.

Example

If AI assists with writing marketing copy or educational content, employees must verify all facts before publication and ensure copyrighted material has not been improperly reproduced.

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- Respond to professional criticism and disagreements.
- Correct errors promptly and transparently.
- Consider the long-term impact of every digital message before publication.
- Ensure all communication reflects honesty, fairness, respect, and accountability.

Digital communication carries significant ethical responsibilities because information can be shared instantly with global audiences. The Draconic Realms Creations Code of Ethics is designed to ensure employees communicate truthfully, respect intellectual property, protect user privacy, and remain accountable for their work. By following these guidelines, employees help strengthen public trust while supporting responsible communication practices that comply with legal standards and ethical expectations. As technology continues to evolve, these principles will remain essential for maintaining integrity, credibility, and professionalism across all digital platforms.

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AI Acknowledgment

Portions of this assignment were developed with the assistance of ChatGPT (OpenAI). The tool was used to support brainstorming, organization, editing, and refinement of written content. All ideas, interpretations, analysis, and final revisions were reviewed, verified, and approved by the author, who accepts full responsibility for the accuracy and originality of the submitted work.

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Case Study: Responsible Artificial Intelligence in Digital Communication:
Legal and Ethical Lessons From the 2024 New Hampshire AI Robocall Incident

Eric Bryden

Southern New Hampshire University

COM 530: Law and Ethics

Professor Doug Waters

August 2026

Introduction

Artificial intelligence (AI) is transforming the way organizations communicate with the world. From marketing campaigns and educational resources to customer service and social media management, AI has become an important tool for creating digital content more efficiently than ever before. As the founder of Draconic Realms Creations, I see AI as an opportunity to help creators, students, gamers, and businesses communicate more effectively while expanding access to educational and creative resources. However, I also recognize that every technological advancement carries new responsibilities. AI should never replace honesty, accountability, or professional judgment. Instead, it should strengthen the quality, accuracy, and integrity of digital communication (Moore et al., 2022).

Throughout this handbook, I have emphasized that successful communication requires more than simply following the law. Organizations must also establish ethical standards that guide employees when legal requirements alone do not provide clear answers. Digital communication professionals make decisions every day that influence public trust, organizational reputation, and the credibility of the information they publish. The rapid growth of generative artificial intelligence makes these responsibilities even more important because AI can now produce highly realistic text, images, audio, and video that audiences may mistakenly believe are authentic. Without appropriate human oversight, these technologies can unintentionally—or intentionally—spread misinformation, damage reputations, violate privacy, and reduce public confidence in digital media (Society of Professional Journalists [SPJ], 2024).

One of the clearest examples of these challenges occurred during the 2024 New Hampshire Democratic presidential primary. Thousands of registered voters received automated telephone calls that appeared to feature the voice of President Joe Biden. The recording encouraged voters to avoid participating in the primary election, even though neither President Biden nor his campaign had authorized the message. Investigators later determined that artificial intelligence had been used to generate the President's voice, creating one of the first nationally recognized examples of AI voice cloning being used during an American election (Associated Press, 2024; Federal Communications Commission [FCC], 2024).

Although this incident occurred within a political campaign, its lessons extend far beyond politics. Every organization that publishes digital content—including Draconic Realms Creations—must understand how artificial intelligence can both enhance communication and create new legal and ethical risks. Whether creating educational tutorials, digital marketing campaigns, website content, music, videos, or social media posts, organizations have a responsibility to ensure that AI-generated material remains truthful, transparent, legally compliant, and ethically responsible.

This case study applies the legal principles discussed in the Draconic Realms Creations Digital Communication Law Handbook together with the ethical standards established in the Draconic Realms Creations Code of Ethics. Rather than examining this incident simply as a news event, this analysis demonstrates how communication professionals can use established legal principles, ethical leadership, and organizational best practices to navigate emerging technologies responsibly. The goal is not only to understand what happened during the New Hampshire AI robocall incident but also to identify practical lessons that every employee of Draconic Realms Creations can apply when creating digital communications in an increasingly AI-driven world.

Overview of the Digital Communication Dilemma

The 2024 New Hampshire AI robocall incident is one of the most significant examples of how artificial intelligence has changed the landscape of digital communication. In January 2024, just days before the New Hampshire Democratic presidential primary, thousands of registered voters received automated telephone calls that appeared to feature the voice of President Joe Biden. The message instructed recipients to "save" their vote for the general election rather than participate in the state's presidential primary. Although the recording sounded authentic, investigators later determined that it had been created using artificial intelligence without the knowledge or authorization of President Biden or his campaign (Associated Press, 2024).

The incident immediately attracted national attention because it demonstrated how generative artificial intelligence could be used to create convincing synthetic media capable of misleading large audiences. Unlike traditional misinformation, which often depends upon altered photographs or false written statements, voice-cloning technology can imitate an individual's speech patterns, tone, and mannerisms with remarkable accuracy. As AI continues to improve, the average person may find it increasingly difficult to distinguish authentic communications from fabricated ones. This growing challenge extends beyond politics and affects every organization that communicates digitally, including businesses, educational institutions, nonprofit organizations, and media professionals (Moore et al., 2022).

Following numerous complaints from New Hampshire voters, the New Hampshire Attorney General's Office launched a criminal investigation while the Federal Communications Commission (FCC) initiated enforcement proceedings involving illegal robocalls and deceptive caller identification practices. Investigators concluded that political consultant Steven Kramer coordinated the creation and distribution of the AI-generated robocalls. Kramer later stated that the purpose of the calls was to demonstrate the dangers associated with artificial intelligence rather than directly influence the election. Regardless of that explanation, regulators concluded that the communications violated established telecommunications laws, demonstrating that organizations remain legally responsible for deceptive communications even when artificial intelligence is involved (Federal Communications Commission [FCC], 2024; New Hampshire Public Radio [NHPR], 2024).

For many communication professionals, this incident served as a wake-up call. Artificial intelligence is no longer a future technology; it is an everyday communication tool that can either strengthen or damage organizational credibility depending upon how it is used. As someone building Draconic Realms Creations into an educational media company, I view artificial intelligence as a valuable assistant rather than a replacement for professional judgment. AI can help draft articles, organize research, generate graphics, improve accessibility, and accelerate creative workflows, but every piece of AI-assisted content ultimately reflects the values of the organization that publishes it. Responsibility cannot be delegated to software. Leaders remain accountable for every message distributed under their organization's name (Bryden, 2026).

The legal questions surrounding this case extend far beyond election law. Existing communication laws addressing fraud, deceptive practices, robocalls, caller identification spoofing, privacy, and consumer protection all become relevant when artificial intelligence is used to impersonate another individual. Rather than creating entirely new legal responsibilities,

the New Hampshire incident demonstrates that existing laws continue to apply regardless of the technology used to create the communication. Artificial intelligence may change how messages are produced, but it does not eliminate the legal obligation to communicate honestly and responsibly (Moore et al., 2022; FCC, 2024).

The ethical implications are equally significant. Throughout the Draconic Realms Creations Code of Ethics, I emphasize that employees must communicate truthfully, verify information before publishing, practice transparency, protect individual privacy, respect intellectual property, accept responsibility for mistakes, treat audiences with respect, and use artificial intelligence responsibly. The New Hampshire robocall incident violated nearly every one of these principles. Rather than informing the public, the communication intentionally created confusion by impersonating a trusted public figure. Instead of promoting transparency, it concealed its true origin. Rather than strengthening public confidence in digital communication, it weakened trust in both artificial intelligence and digital media as a whole (Bryden, 2026; Society of Professional Journalists [SPJ], 2024).

Perhaps the most important lesson from this case is that technology itself is neither ethical nor unethical. Artificial intelligence does not decide how it will be used—people do. Every organization must therefore establish policies that ensure AI supports ethical communication instead of replacing it. At Draconic Realms Creations, this incident reinforces my belief that every employee should receive training in communication law, media ethics, artificial intelligence, and organizational accountability before publishing AI-assisted content. By combining legal compliance with ethical leadership, organizations can embrace innovation while protecting the trust that forms the foundation of every successful relationship with customers, clients, students, and the communities they serve.

Legal Implications

The New Hampshire AI robocall incident demonstrates that while artificial intelligence represents a new communication technology, the legal responsibilities governing digital communication remain firmly established. Organizations cannot assume that the use of AI changes their legal obligations. Instead, existing communication laws continue to apply regardless of whether content is created by a human author or generated with artificial intelligence. This principle is especially important for organizations like Draconic Realms Creations because every article, video, advertisement, educational guide, website update, and

social media post published under the company's name reflects its legal and professional responsibility (Moore et al., 2022).

One of the primary legal concerns in this case was the intentional use of artificial intelligence to impersonate another individual. The AI-generated recording falsely represented itself as an authentic communication from President Joe Biden. This was not merely the expression of a political opinion; it involved creating a false identity intended to influence public behavior. Communication law has long distinguished protected speech from deceptive conduct. While opinions generally receive strong constitutional protection, intentionally misleading audiences by falsely representing the identity of a speaker may violate both federal and state law (Associated Press, 2024).

The investigation also highlighted the continued importance of the Telephone Consumer Protection Act (TCPA), which regulates automated telephone communications throughout the United States. Congress enacted the TCPA long before generative artificial intelligence existed, yet its protections remain applicable because the law focuses on the communication itself rather than the technology used to produce it. Following the New Hampshire incident, the Federal Communications Commission clarified that AI-generated voices fall within existing restrictions governing artificial or prerecorded voice messages used in robocalls. This clarification established that organizations cannot avoid liability simply by replacing a human recording with an AI-generated voice (Federal Communications Commission [FCC], 2024).

Another significant legal issue involved caller identification spoofing. According to investigators, the robocalls concealed their true origin by transmitting misleading caller identification information. Federal law prohibits knowingly transmitting inaccurate caller identification information when the intent is to deceive, cause harm, or commit fraud. By combining AI voice cloning with caller ID spoofing, those responsible created multiple layers of deception that increased both their legal exposure and the potential harm experienced by recipients. This demonstrates why transparency remains one of the most important legal responsibilities in modern digital communication (FCC, 2024).

Beyond telecommunications law, this incident illustrates several additional legal risks that organizations should consider whenever artificial intelligence is incorporated into communication strategies. AI-generated content may expose organizations to claims involving defamation, invasion of privacy, false advertising, consumer deception, copyright infringement, trademark violations, and violations of an individual's right of publicity when a person's voice or

likeness is used without permission. These risks are particularly relevant for organizations that create digital media because AI systems can rapidly generate content that appears authentic without independently verifying its legal or factual accuracy (Moore et al., 2022).

As I developed the Draconic Realms Creations Digital Communication Law Handbook, one objective was to prepare employees for situations exactly like this. The handbook's Best Legal Practices require every employee to verify information before publication, respect intellectual property, protect personal privacy, accurately identify communication sources, comply with applicable communication laws, and carefully review all AI-generated material before it reaches the public. Had those practices been followed during the New Hampshire incident, the deceptive communication likely would never have been distributed. This demonstrates that effective legal compliance begins long before publication through thoughtful planning, responsible leadership, and organizational accountability (Bryden, 2026).

The New Hampshire AI robocall incident ultimately reinforces an important lesson that extends beyond this single case. Artificial intelligence may continue changing the tools available to communication professionals, but it does not change the ethical or legal responsibility attached to every published message. At Draconic Realms Creations, I believe technology should always serve people—not replace human judgment. Every employee should understand that legal compliance is not simply about avoiding lawsuits or regulatory penalties; it is about protecting the trust that customers, students, clients, and communities place in our organization. Maintaining that trust is one of the most valuable assets any communication professional can possess.

Application of the First Amendment

The First Amendment serves as the foundation of communication law in the United States by protecting freedom of speech, freedom of the press, freedom of religion, the right to peacefully assemble, and the right to petition the government for redress of grievances (U.S. Const. amend. I). These constitutional protections have allowed journalists, businesses, educators, and citizens to exchange ideas openly while encouraging innovation in digital communication. However, one of the most important lessons I learned throughout this course is that the First Amendment does not provide unlimited protection for every form of communication. While opinions and political viewpoints generally receive broad constitutional protection, fraudulent conduct, deceptive practices, defamation, and other unlawful acts may still result in legal consequences (Moore et al., 2022).

The New Hampshire AI robocall incident demonstrates the distinction between protected political speech and deceptive communication. Individuals certainly have the constitutional right to express political opinions, criticize elected officials, or support political candidates. However, the AI-generated robocall did not merely express an opinion. Instead, it falsely impersonated President Joe Biden and presented fabricated audio as though it originated from the President himself. The legal concern therefore centered on deception rather than viewpoint discrimination. Government investigators focused on the unlawful manner in which the communication was created and distributed instead of attempting to suppress a political message because of its content (Associated Press, 2024; Federal Communications Commission [FCC], 2024).

As I developed the Draconic Realms Creations Digital Communication Law Handbook, one lesson became increasingly clear: communication professionals must understand not only what the First Amendment protects but also where legal and ethical responsibilities begin. Constitutional rights should never be viewed as permission to mislead audiences or manipulate public trust. Instead, the First Amendment provides the freedom to communicate responsibly while encouraging organizations to exercise sound judgment, honesty, and accountability. At Draconic Realms Creations, every employee is expected to understand that ethical leadership often requires holding ourselves to standards that exceed the minimum legal requirements (Bryden, 2026).

Several landmark Supreme Court decisions discussed throughout this course help explain why the New Hampshire incident remains legally significant. In *New York Times Co. v. Sullivan* (1964), the Supreme Court established the "actual malice" standard for defamation claims involving public officials. The Court recognized that open criticism of government officials deserves strong constitutional protection while acknowledging that knowingly false statements or reckless disregard for the truth can still create legal liability. Although the New Hampshire robocall incident was not a traditional defamation lawsuit, intentionally using artificial intelligence to impersonate a public official directly conflicts with the principles of truthfulness and responsible communication emphasized by the Court (*New York Times Co. v. Sullivan*, 1964).

The Supreme Court's decision in *Reno v. American Civil Liberties Union* (1997) further strengthened constitutional protection for digital communication by recognizing the Internet as one of the most important forums for free expression. This landmark decision confirmed that online communication deserves substantial First Amendment protection comparable to traditional print media. However, *Reno* never suggested that digital communication exists outside the law. Fraudulent conduct, deceptive business practices, and unlawful communications remain subject to legal regulation regardless of whether they occur online or offline (*Reno v. American Civil Liberties Union*, 1997).

Another case discussed in my Digital Communication Law Handbook, *Packingham v. North Carolina* (2017), recognized social media and other digital platforms as essential places for modern civic participation. As communication increasingly shifts toward digital environments supported by artificial intelligence, organizations have an even greater responsibility to ensure that published information remains accurate and trustworthy. If audiences lose confidence in the authenticity of digital communication because AI-generated misinformation becomes widespread, the very marketplace of ideas protected by the First Amendment is weakened. In this way, ethical communication and constitutional freedom are closely connected because public trust depends upon both (*Packingham v. North Carolina*, 2017).

Finally, *New York Times Co. v. United States* (1971), commonly known as the Pentagon Papers case, reinforced the principle that government efforts to prevent publication face an exceptionally high constitutional standard. The Court strongly protected press freedom while recognizing the importance of an informed public. At the same time, this landmark decision did not authorize deception, impersonation, or fraudulent communication. Instead, it reminds communication professionals that constitutional protections are most effective when exercised responsibly and ethically (*New York Times Co. v. United States*, 1971).

For Draconic Realms Creations, these landmark decisions reinforce one of the central themes of this handbook: freedom of expression and ethical responsibility are not competing ideas—they are complementary principles. The First Amendment provides the freedom to communicate, while professional ethics guide how that freedom should be exercised. As the founder of Draconic Realms Creations, I want every employee to understand that our greatest competitive advantage is not artificial intelligence or technology. It is the trust we earn by communicating honestly, respecting the law, and treating every audience with integrity. Technology will continue to evolve, but those principles should never change.

Application of Existing Communication Laws, Draconic Realms Creations Best Legal Practices, and Professional Codes of Ethics

The New Hampshire AI robocall incident demonstrates that communication law is not static; it evolves as technology evolves. Although artificial intelligence has dramatically changed how digital content is created, distributed, and consumed, it has not replaced the legal responsibilities that communication professionals have followed for decades. Instead, AI has increased the importance of understanding existing communication law because organizations now have the ability to create realistic content faster than ever before. For that reason, every communication professional must recognize that innovation and accountability must always develop together (Moore et al., 2022).

As I developed the Draconic Realms Creations Digital Communication Law Handbook, one of my primary goals was to create legal standards that employees could apply to real-world situations rather than simply memorize. The New Hampshire AI robocall incident provides an excellent opportunity to evaluate whether those standards would have prevented the legal and ethical failures that occurred. In my assessment, every major Best Legal Practice outlined in the handbook was either ignored or violated before the robocalls were distributed (Bryden, 2026).

The first Best Legal Practice requires employees to verify all information before publication using reliable and credible sources. Verification extends beyond checking facts; it also includes confirming the identity of speakers, obtaining appropriate authorization, and ensuring that audiences are not misled about the origin of digital communications. In the New Hampshire incident, the communication intentionally misrepresented the identity of the speaker by using AI-generated voice cloning to imitate President Joe Biden. Had proper verification procedures existed within the organization responsible for producing the robocalls, the communication should have been rejected before publication because it failed the most basic standards of authenticity and truthfulness (Bryden, 2026; Associated Press, 2024).

Another Best Legal Practice within the handbook requires employees to respect communication laws and regulatory requirements before publishing content. This responsibility includes complying with federal telecommunications regulations, avoiding deceptive communication practices, protecting privacy, respecting intellectual property rights, and ensuring that AI-assisted communications receive appropriate legal review. The New Hampshire investigation concluded that existing laws governing robocalls and caller identification continued to apply despite the use of artificial intelligence. This reinforces an important lesson for every communication professional: adopting new technology never eliminates existing legal responsibilities (Federal Communications Commission [FCC], 2024).

The handbook also requires every AI-assisted communication to undergo human review before publication. This policy may be one of the most important recommendations contained within the Draconic Realms Creations Digital Communication Law Handbook because artificial intelligence cannot independently evaluate legal risk, ethical responsibility, or organizational values. AI may generate information quickly, but it cannot replace professional judgment. Human oversight remains essential because people—not technology—are ultimately responsible for every communication released under an organization's name (Bryden, 2026).

Beyond legal compliance, the incident can also be evaluated using established professional codes of ethics. The Society of Professional Journalists' Code of Ethics encourages communication professionals to seek truth and report it, minimize harm, act independently, and remain accountable and transparent. When measured against these principles, the New Hampshire robocall failed every major ethical standard. The communication intentionally concealed its true origin, failed to present truthful information, created confusion among voters, and avoided accountability by disguising the identity of those responsible. Rather than strengthening public confidence, it demonstrated how unethical communication can damage trust in both journalism and digital media (Society of Professional Journalists [SPJ], 2024).

Similarly, the Public Relations Society of America's Code of Ethics emphasizes advocacy, honesty, expertise, independence, loyalty, and fairness. Of these values, honesty stands out as the most significant principle violated during this incident. Ethical communication professionals have an obligation to provide accurate information while avoiding deceptive practices that could damage public confidence. Using artificial intelligence to impersonate another individual without authorization fundamentally conflicts with the professional expectations established by PRSA and undermines the credibility of everyone working within the communication profession (Public Relations Society of America [PRSA], 2024).

As I reflect on this case from the perspective of building Draconic Realms Creations, I believe the greatest lesson is that organizations cannot rely solely on legal compliance to maintain public trust. Laws establish the minimum standards required by society, but ethical leadership requires organizations to hold themselves to even higher expectations. Employees should ask not only, "Is this legal?" but also, "Is this honest? Is it transparent? Would I proudly explain this decision to our customers, students, or community?" Those questions form the foundation of the culture I hope to build at Draconic Realms Creations. When legal compliance, ethical leadership, and responsible use of artificial intelligence work together, organizations are better equipped to innovate while preserving the trust that every successful communication organization depends upon.

Application of the Draconic Realms Creations Best Ethical Practices, Future Applications, and Conclusion

Throughout this course, I learned that legal compliance alone is not enough to build a successful communication organization. Laws establish the minimum standards required by society, but ethics determine the character and reputation of an organization. As I developed the Draconic Realms Creations Code of Ethics, my goal was not simply to create a list of workplace rules.

Instead, I wanted to establish principles that every employee could use when making difficult communication decisions, especially when emerging technologies such as artificial intelligence create situations where the law alone may not provide clear guidance (Bryden, 2026).

The first principle of the Draconic Realms Creations Code of Ethics is **Always Communicate Truthfully**. Trust is the foundation of every relationship between an organization and its audience. Customers, students, business partners, and community members expect the information they receive to be accurate and honest. The New Hampshire AI robocall incident directly violated this principle by presenting an AI-generated voice as though it belonged to President Joe Biden. Rather than helping audiences make informed decisions, the communication intentionally created confusion. If an organization abandons truthfulness, it also risks losing the credibility that takes years to build but only moments to destroy (Bryden, 2026; Society of Professional Journalists [SPJ], 2024).

The second principle, **Respect Copyright and Intellectual Property**, reminds employees that digital creators have both legal and ethical responsibilities when using another person's work, likeness, or creative expression. Although this incident primarily involved voice cloning rather than copyright infringement, it demonstrates the broader ethical concern surrounding unauthorized use of another person's identity. As artificial intelligence becomes more capable of reproducing voices, images, artwork, and written content, organizations must establish clear permission and licensing procedures before publishing AI-generated material that resembles identifiable individuals (Bryden, 2026).

The third principle, **Protect User Privacy**, reinforces the importance of respecting personal information and individual rights. While the New Hampshire case did not primarily involve the disclosure of private data, it demonstrated how AI can misuse a person's identity without consent. Protecting privacy also means protecting an individual's digital identity, voice, and reputation whenever artificial intelligence is used within an organization's communication strategy (Moore et al., 2022).

The fourth principle, **Practice Transparency**, may be one of the most important ethical lessons from this case. Ethical organizations openly identify the source of their communications and avoid misleading audiences about how content was created. At Draconic Realms Creations, transparency means clearly identifying AI-assisted content whenever appropriate and ensuring that employees never attempt to disguise synthetic media as authentic human communication. Had transparency been practiced during the New Hampshire incident, much of the public confusion could have been avoided (Public Relations Society of America [PRSA], 2024).

The fifth principle, **Treat Every Community Member With Respect**, reminds employees that communication should strengthen relationships rather than manipulate audiences. Ethical communicators recognize that behind every website visitor, customer, student, or voter is a real

person deserving honesty and respect. AI should never be used to exploit trust or intentionally influence individuals through deception. Respect for audiences remains one of the defining characteristics of professional communication (Bryden, 2026).

The sixth principle, **Verify Information Before Publishing**, has become even more important in the age of generative artificial intelligence. AI systems can create convincing information within seconds, but they cannot independently determine whether that information is accurate or appropriate for publication. Every AI-assisted communication should therefore undergo careful human review before being released. At Draconic Realms Creations, verification is not viewed as an obstacle to creativity—it is a safeguard that protects both the organization and the communities we serve (Bryden, 2026).

The seventh principle, **Accept Responsibility and Correct Mistakes**, recognizes that even ethical organizations occasionally make errors. The difference between ethical and unethical organizations is often measured by how they respond when mistakes occur. Ethical leaders acknowledge problems, communicate honestly, and take immediate corrective action. During the New Hampshire incident, accountability occurred only after government investigations identified those responsible. In contrast, I want Draconic Realms Creations to build a culture in which employees openly report concerns, correct inaccuracies quickly, and learn from mistakes before they become larger problems (SPJ, 2024).

Finally, the eighth principle, **Use Artificial Intelligence Responsibly**, represents the foundation of this entire case study. I believe artificial intelligence should serve as a tool that enhances creativity, accessibility, research, and productivity while remaining under meaningful human supervision. AI should never replace ethical judgment, critical thinking, or organizational accountability. Every employee at Draconic Realms Creations should understand that if artificial intelligence creates a communication, a human being remains responsible for reviewing, approving, and accepting responsibility for that communication before it reaches the public (Bryden, 2026).

Looking toward the future, I believe organizations should move beyond simply reacting to AI-related problems and instead build comprehensive AI governance programs. These programs should include mandatory employee training in communication law and ethics, documented review procedures for AI-assisted content, disclosure standards for synthetic media, routine audits of AI-generated communications, crisis communication plans addressing misinformation, and annual reviews of organizational AI policies. Organizations that invest in these safeguards will be better prepared to embrace innovation while protecting their reputations and maintaining public trust (Moore et al., 2022).

As the founder of Draconic Realms Creations, my vision extends beyond creating digital content. I want to build an organization known for honesty, professionalism, creativity, and ethical

leadership. Artificial intelligence will undoubtedly become one of the most powerful communication technologies of this generation, but technology alone will never define our success. Our reputation will ultimately be determined by the choices we make, the integrity we demonstrate, and the trust we earn from the people we serve.

Conclusion

The 2024 New Hampshire AI robocall incident demonstrates that the future of digital communication depends not only on technological innovation but also on ethical leadership and legal responsibility. Artificial intelligence has the potential to transform education, business, journalism, marketing, and entertainment, yet it also creates new opportunities for deception when used without appropriate oversight. Throughout this case study, I have shown that existing communication laws, First Amendment principles, landmark Supreme Court decisions, professional codes of ethics, and the Draconic Realms Creations Digital Communication Law Handbook all provide valuable guidance for addressing these emerging challenges.

More importantly, this case has reinforced my belief that communication professionals must view artificial intelligence as a responsibility rather than simply a convenience. Every digital message represents an organization's values, reputation, and commitment to the communities it serves. By following the Best Legal Practices established in the Draconic Realms Creations Digital Communication Law Handbook and the Best Ethical Practices outlined in the Draconic Realms Creations Code of Ethics, employees can confidently embrace innovation while protecting the trust that remains the foundation of every successful communication organization. This commitment to integrity will continue guiding Draconic Realms Creations as we educate, create, innovate, and communicate in an increasingly AI-driven world.

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